

SEELEY BROTHERS

MANUFACTURERS OF

AVERILL PAINT.

New York, Boston, Chicago.



MAISON FONDÉE EN 1800

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❖ SEELEY BROTHERS ❖

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No. 1178

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Offices:

NEW YORK,
BOSTON,
CHICAGO.



SEELEY BROTHERS

MANUFACTURERS OF

AVERILL PAINT,

READY FOR USE.

THE AVERILL PAINT



WAS AWARDED THE HIGHEST
MEDAL AND DIPLOMA
AT THE
CENTENNIAL EXHIBITION
FOR
A READY MIXED PAINT.



EXTRACT FROM THE
REPORT OF THE CENTENNIAL COMMISSIONERS.

"This Paint is quite different from paints in general use. * * * Work which has been done with it, some of it exposed for years to the moist atmosphere of the sea-shore, establishes its *great durability*. * * * It is Mixed ready for use, easily applied, of *great beauty*, and is *economical*."

EXTRACT FROM THE
REPORT OF THE FRENCH (CENTENNIAL) COMMISSION.

"It possesses merits unattainable by the old method of combining paint. * * * It can be applied with great facility and perfect regularity; dries with a rich, glossy surface, and will not chalk or crack off. * * * It never separates, is always ready for use, and will not spoil when exposed to the air. * * * It can be applied by any one, whether a practical painter or not."

INDORSEMENTS FROM THE
MOST EMINENT CHEMISTS IN THE COUNTRY.

PROF. CHARLES F. CHANDLER, Professor of Chemistry in the School of Mines, Columbia College, N. Y.; also President of the Health Department, City of New York, etc., etc., says:—"I consider the invention one of great value."

PROF. J. LANG CASSELS, Professor of Chemistry in the State University, Cleveland, Ohio, writes:—"Such durable ingredients, so scientifically combined, were never before found in paints."

PROF. L. LANSZWEERT, of San Francisco, Cal., by far the ablest Chemist west of the Rocky Mountains, writes:—"No other paint could stand the severe tests I have subjected this to. I am confident of its ultimately superseding the use of all other paints."

PROF. BENJAMIN S. HEDRICK, Chemical Examiner in the United States Patent Office at Washington, deposes:—"It is one of the *most valuable* and *scientific* inventions known to the arts."

IN THE AVERILL PAINT WILL BE FOUND THE FOLLOWING

GOOD QUALITIES:

IT DOES NOT FADE or CHALK OFF, but RETAINS ITS FRESHNESS and BRILLIANCY for many years, and will last MUCH LONGER than the best Lead and Oil mixed in the old way.

→ It is a Pure Linseed Oil Paint, and Warranted entirely Free from Adulteration ←

Ready for Use,

Convenient,

Permanent,

Handsome,

Easily Applied,

Economical,

Fire-proof,

Water-proof,

Preservative of

Iron, Wood, Plaster, &c.

SUITABLE FOR ALL CLIMATES.

PREPARED FOR IMMEDIATE APPLICATION,

Requiring no Oil, Thinner or Drier,

❖ AND IS SOLD BY THE GALLON ONLY, ❖

IN PACKAGES TO SUIT, from 1 to 50 GALLONS.

→*PUREST WHITE!*←

This Company manufactures TWO kinds of White Paint; one for EXTERIOR, the other for INTERIOR use. In ordering, please be particular to specify which you desire.

Our INSIDE WHITE is a snow-white, and does not finish with a high gloss.

SEELEY BROTHERS,

◆ ROOF PAINT ◆

READY FOR USE.

SPECIALLY DESIGNED FOR

Roofs, Cars, Barns, Fences, Bridges, Etc.,

AND FOR ALL PURPOSES WHERE THESE SHADES ARE SUITABLE, WHETHER ON WOOD, IRON OR TIN.

→ IT IS GUARANTEED. ←

Shades: 105, 110, 115, 120, as per Sample Card.

New and Old Roofs made Water-tight and to last for years.

SAVE MONEY, TIME AND LABOR

— BY USING OUR —

→ ROOF PAINT ←

It is the MOST ECONOMICAL and the BEST!

— AND HAS BEEN SUCCESSFULLY IN USE FOR OVER 16 YEARS. —

TRY IT! YOU WILL BE SATISFIED!

SEELEY BROTHERS,

BOSTON.

NEW YORK.

CHICAGO.



ARE YOU GOING TO PAINT?

BY USING THE

AVERILL PAINT

— YOU WILL —



Save Money,

Time, Labor,

And Patience.



THE AVERILL PAINT has been before the public over nineteen years, and since its first introduction has been constantly growing in favor.

It has been thoroughly tested by chemists, and applied on over ONE MILLION residences throughout the United States, and is pronounced by all who have used it to be the most

BEAUTIFUL, DURABLE AND ECONOMICAL

Paint for either Wood, Iron, Brick, Stone or Plaster. Not being affected by the atmosphere, it is suitable for all climates. IT DOES NOT FADE OR CHALK OFF, but RETAINS ITS FRESHNESS and BRILLIANCY for many years, and will last MUCH LONGER than the best Lead and Oil mixed in the old way. Its convenient form, superior wearing properties and great beauty, has established for it the reputation of being the BEST PAINT ever placed before the public.

IT IS THE ONLY THOROUGHLY RELIABLE MIXED PAINT MADE.

It works easily, and any one can apply it. DO NOT BE DECEIVED BY LOW-PRICED PAINTS, WHICH ARE INFERIOR IN QUALITY AND UNRELIABLE. The market is flooded with worthless paints.

SEELEY BROTHERS,



BOSTON.

NEW YORK.

CHICAGO.



→‡ AVERILL PAINT ‡←



In submitting this book to our friends and the public, our object is to show the effect of different combinations of colors on the exterior of buildings.

*Within the limited space at our command we are only able to give a few Illustrations, sufficient, however, in connection with our **Sample Cards** and **Sample Boards**, to convey a fair impression of the effect of any of our colors when applied.*

*As we were the first to manufacture and introduce a **Paint ready for the brush**, we desire very briefly to refer to its origin and its influence upon the Paint Trade.*

*About twenty years ago **Mr. D. R. AVERILL** conceived the idea that a **Paint prepared ready for use** was not only practicable, but would also serve as a valuable contribution to the economic arts. Mr. Averill, being a practical chemist, with a large experience in the manufacture and manipulation of colors, began a series of experiments with a view of producing a practical **Mixed Paint**, which resulted in what is now known throughout the country as the "**AVERILL PAINT**."*

*The first effort made to introduce it to the Trade was met by violent and virulent opposition on the part of Paint Manufacturers and Painters. Its advantages, however, in the matter of convenience, together with its superiority in point of durability, soon became apparent, and the formidable opposition organized to arrest its introduction yielded from necessity before convincing evidence. Wherever used it produced the most satisfactory results, and within a brief period found its way to nearly every town of any importance within the limits of our country. Manufacturers of the old style of Paints, realizing that the "new idea" was taking, and that the art of producing Paint was not altogether unprogressive, found it expedient to abandon their opposition to **Mixed Paint**, and at once began manufacturing it; and in face of their former assertions of its worthlessness, urged it upon the public with all the vehemence of new converts. They did not, however, cease their attacks upon the "**AVERILL**." They could not successfully oppose the introduction of **Prepared Paints**, but in order to introduce their own products, and because of the unparalleled success of the "**AVERILL**," and the favor with which it was regarded by the public, they were not specially conscientious concerning the means they employed to injure*

our business. Pamphlets containing mean insinuations were written and extensively circulated; salesmen were surcharged with vile epithets and slurs to be exploded on every favorable opportunity, until from temporary exhaustion they have called a halt for reinforcements. While it is not agreeable to our notion of mercantile dignity to refer disparagingly to our competitors or their products, we are nevertheless constrained to say that the course pursued by many manufacturers in characterizing the "**AVERILL**" has clearly demonstrated the utter littleness of human nature as found in the Paint Trade. The fact that the **AVERILL PAINT** has been on the market for nearly twenty years, being more extensively used than any other brand of **Mixed Paint**, and with a constantly increasing demand, ought to be, in connection with our ample guarantee, convincing proof of its superiority.

The growing desire of the American people to enhance the attractions of home in the way of exterior finish is quite apparent. To attain that which is most beautiful, and at the same time the most durable, is the legitimate object of those who study the art of exterior Painting.

The advances made in this respect since the introduction of the **AVERILL PAINT** are remarkable. Twenty years ago it was difficult to find a country house attractively Painted, the prevailing style being White with Green blinds; now many of our country houses are models of art and harmony as exhibited in the selection and arrangement of colors. This improvement has been accomplished through the medium of **Sample Cards**—first introduced by us—showing a variety of colors and shades, from which the house owner was enabled to study the effect of combinations, and from which he could make such selections as his taste approved. The House Painter has also, through the opportunity thus afforded improved his taste and been lifted out of the rut of prejudice and old-fashioned notions.

We desire to say, in conclusion, in connection with our remarks referring to our competitors, that it was with extreme reluctance we made any reference to their attacks. They have been so persistent, however, in their unfair methods, that we deemed it but justice to ourselves to say what we have. As a rule, we do not approve of noticing any uncomplimentary remarks concerning our goods, believing the public will not be influenced by such considerations.

Respectfully,

SEELEY BROTHERS,

BOSTON.

NEW YORK.

CHICAGO.



WEIGHT OF PAINT.

SOME of our competitors in the manufacture of Mixed Paint are unceasing in their attacks upon *our* goods, using among other arguments the fact that our product is *lighter in weight* than that made by them. This we concede. This argument, however, is either employed through ignorance or from a malicious desire to injure us.

Paint should not be heavy to produce a durable job. The opposite of this is true. It should be *light* in weight, containing only sufficient pigment to cover the surface, with as large a quantity of Oil as possible. The durable or wearing element of Paint is *Linseed Oil*. Pigments, except when in combination with Oil for painting purposes, possess no durability, and are used only to cover and beautify the surface; the Oil is to hold them, and constitutes the wearing and enduring property. Paint is readily made heavy by the use of a cheap pigment called "Barytes," and the object of its use is to deceive the purchaser and cheapen the product. This pigment is largely used as an *adulterant*, particularly by those most extravagant in their talk about *heavy* Paint and *pure* Paint, and if their goods are analyzed, they will be found to contain a large percentage of this useless and deleterious stuff.

Should any of our customers desire to have what is called a "heavy Paint," we will cheerfully manufacture it for them, and at a less price than we charge for the "AVERILL," provided they will order a sufficient quantity; but we will not *guarantee* it equal in quality for reasons before stated.

We simply desire to say to our friends, and to those who may be disposed to use our Paint: *First*, that we *guarantee* our goods to be equal, if not superior, to *any* Paint made. *Next*, that manufacturers who rely for the sale of their products upon their capacity to disparage the goods of their competitors are neither deserving of respect or confidence.

Respectfully,

SEELEY BROTHERS.





In offering to our friends the accompanying Illustrations, we have selected and arranged the colors in such combinations as, in our opinion, are best calculated to favorably impress the public, and have in most instances employed only new, popular and fashionable tints.

In doing so we are prompted by the demand for a change from the usual or common colors ordinarily used for body and trimming, and are simply following the present taste in House Painting. Fashions change in all things, and to conform to the various changes in taste is the necessity of both the Manufacturer and Dealer. The beauty and attractiveness of a house depends largely upon the colors selected for Painting, and the study in this art, together with the marked improvement in Architectural design of external construction during the past few years, calls for a departure from the old style of Painting, and have resulted in an improved taste in the selection of colors suitable and appropriate to the design of the structure.

These colors are manufactured from the best materials, and are
GUARANTEED *to give satisfaction.*

Respectfully,

SEELEY BROTHERS,

Manufacturers of "The Averill Paint."



SAMPLE * AVERILL PAINT * COLORS

THESE SAMPLES ARE PAINTED FROM THE TANKS FROM WHICH OUR CUSTOMERS ARE DAILY SUPPLIED. SHOULD ANY SHADE BE DESIRED, NOT FOUND ON THE CARD, BY FORWARDING A SAMPLE OR DESIGNATING AS NEARLY AS POSSIBLE THE TINT OR COLOR, THE SAME WILL BE FURNISHED.

Nº 10	Nº 63	Nº 24	Nº 32	Nº 46
Nº 21	Nº 4	Nº 30	Nº 51	Nº 41
Nº 47	Nº 45	Nº 60	Nº 6	Nº 8
Nº 14	Nº 36	Nº 27	Nº 37	Nº 15
Nº 33	Nº 13	Nº 18	Nº 49	Nº 7
Nº 5	Nº 20	Nº 26	Nº 17	Nº 53
Nº 34	Nº 44	Nº 11	Nº 56	Nº 59
Nº 105	Nº 110	Nº 115	Nº 120	

We Guarantee this paint will prove satisfactory to the purchaser when applied according to directions. We do not mean a guarantee of satisfaction only when the paint is first applied— as any paint is satisfactory when first applied— but our guarantee embraces a sufficient time to properly test the merit of the paint. Our friends from whom this paint may be purchased are authorized to protect this guarantee.

SEELEY BROTHERS
MANUFACTURERS

GUARANTEE

➤ Rule for ascertaining the amount of Paint you require. ⬅



Add the number of feet in width [front and rear] to the number of feet in length [both sides]; this multiplied by the average height, gives the number of square feet to be painted. This divided by 200—as one gallon of this Paint covers 200 square feet, [*two coats*,] gives the amount required *in gallons*.

[EXAMPLE]	Front, 20 feet,	120 feet.
	Rear, 20 “	[Multiply] Height, 20 “
	Side, 40 “	—
	Side, 40 “	200)2400
	—	—
	120 “	12 gallons for two coats.

REMARKS.—There can be no definite rule established as to the *exact* quantity it will require; but the above is sufficiently near for all practical purposes. Should the surface be smooth and hard, *less* than the above would suffice; if rough and pebbly, *more*.

Notwithstanding the assertions of others in the manufacture of Paints that *their* goods will cover a third or half more surface than any other, we assure the public that our Paint *will positively* cover as *much*—if not *more* surface—gallon for gallon, than any other known Paint.

➤* PUT UP FOR SHIPMENT IN *⬅

Barrels of 30 to 50 Gallons.	Pails 2 and 3 Gallons.
Half Barrels 20 to 25 Gallons.	Cans of 1 Gallon, 6 in a Case.
Kegs 5, 10 to 15 Gallons.	Cans of 1½ Gallons, 6 or 12 in a Case.

WHEN ORDERING PLEASE GIVE EXPLICIT SHIPPING DIRECTIONS.

❁ GENERAL DIRECTIONS ❁

1. Paint only in clear weather, and on dry surfaces.
2. Cover knots with shellac, and putty nail-holes before applying first or priming coat.
3. Stir the Paint thoroughly before using.
4. Put the Paint on smoothly with as little rubbing as possible, flowing it on like varnish.
5. Be sure first coat is thoroughly dry before applying the second.

As we designate our colors by NUMBERS, reference should be made to our PAINTED SAMPLE CARD, which will be found in the front part of this book.

Any discrepaney that may be visible in colors between the Plates and our Samples representing same, is the difference between PAINT ITSELF and the closest approximation which can be obtained with PRINTING INK, without however, materially changing the effect.



PLATE I.

BODY, - - - - -	No. 15
TRIMMING, - - - - -	No. 27
SASH, STRIPING AND BLINDS, - - -	No. 60
ROOF, - - - - -	No. 115
CRESTING, - - - - -	No. 60

To produce a similar effect, Nos. 36 or 10 can be substituted for No. 15 as BODY COLOR, and Nos. 8, 24 or 47 for TRIMMING.

Other pleasing effects may be produced by using for BODY, No. 44; TRIMMING, No. 33; SASH, No. 5; ROOF, No. 105; Or, for BODY, No. 41; TRIMMING, No. 46; SASH, No. 60; ROOF, No. 115; CRESTING, Blue or Black.



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Our friends from whom this Paint may be purchased are authorized to protect this guarantee.

SEELEY BROTHERS,

Manufacturers.

SEELEY BROS' NEW YORK. BOSTON. CHICAGO.





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PLATE II.

UPPER BODY,	-	-	-	-	-	-	No. 53
LOWER BODY,	-	-	-	-	-	-	No. 60
UPPER TRIMMING,	-	-	-	-	-	-	No. 27
LOWER TRIMMING,	-	-	-	-	-	-	No. 6
ROOF,	-	-	-	-	-	-	No. 115

To produce a similar effect, Nos. 10 or 36 can be substituted for No. 53 as UPPER BODY COLOR, and Nos. 7 or 11 can be substituted for No. 60 as LOWER BODY COLOR.

Other pleasing effects may be produced by using for UPPER BODY, No. 44; LOWER BODY, No. 46; UPPER TRIMMING, No. 60; LOWER TRIMMING, No. 27; ROOF, No. 115; Or, for UPPER BODY, No. 6; LOWER BODY, No. 60; UPPER TRIMMING, No. 34; LOWER TRIMMING, No. 4; ROOF, No. 105.



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SEELEY BROS' — NEW YORK. — BOSTON. — CHICAGO.



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PLATE III.

BODY, - - - - -	No. 4
TRIMMING, - - - - -	No. 46
BLINDS, - - - - -	No. 60
ROOF, - - - - -	No. 115

To produce a similar effect, No. 32 can be substituted for No. 4 as BODY COLOR, and Nos. 34 or 60 for TRIMMING.

Other pleasing effects may be produced by using for BODY, No. 49; TRIMMING, No. 34; ROOF, No. 115; BLINDS, No. 26; Or, for BODY, No. 45; TRIMMING, White; ROOF, No. 105; BLINDS, No. 60; Or, for BODY, White, and for BLINDS, Green or No. 60.



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PLATE IV.

UPPER BODY,	-	-	-	-	-	-	No. 21
LOWER BODY,	-	-	-	-	-	-	No. 27
TRIMMING AND SHADING,	-	-	-	-	-	-	No. 53
ROOF,	-	-	-	-	-	-	No. 115
CRESTING,	-	-	-	-	-	-	No. 60

To produce a similar effect, Nos. 5, 7 or 11 can be substituted for No. 21 as UPPER BODY COLOR, and Nos. 8, 14 or 24 for LOWER BODY COLOR, and No. 10 for TRIMMING.

Other pleasing effects may be produced by using for UPPER BODY, No. 56; LOWER BODY, No. 34; TRIMMING, No. 60; ROOF, No. 115; CRESTING, No. 53; Or, for UPPER BODY, No. 17; LOWER BODY, No. 18; TRIMMING, No. 6; ROOF, No. 105; CRESTING, Black.



Upon every package of the "AVERILL PAINT" will be found the following

GUARANTEE.

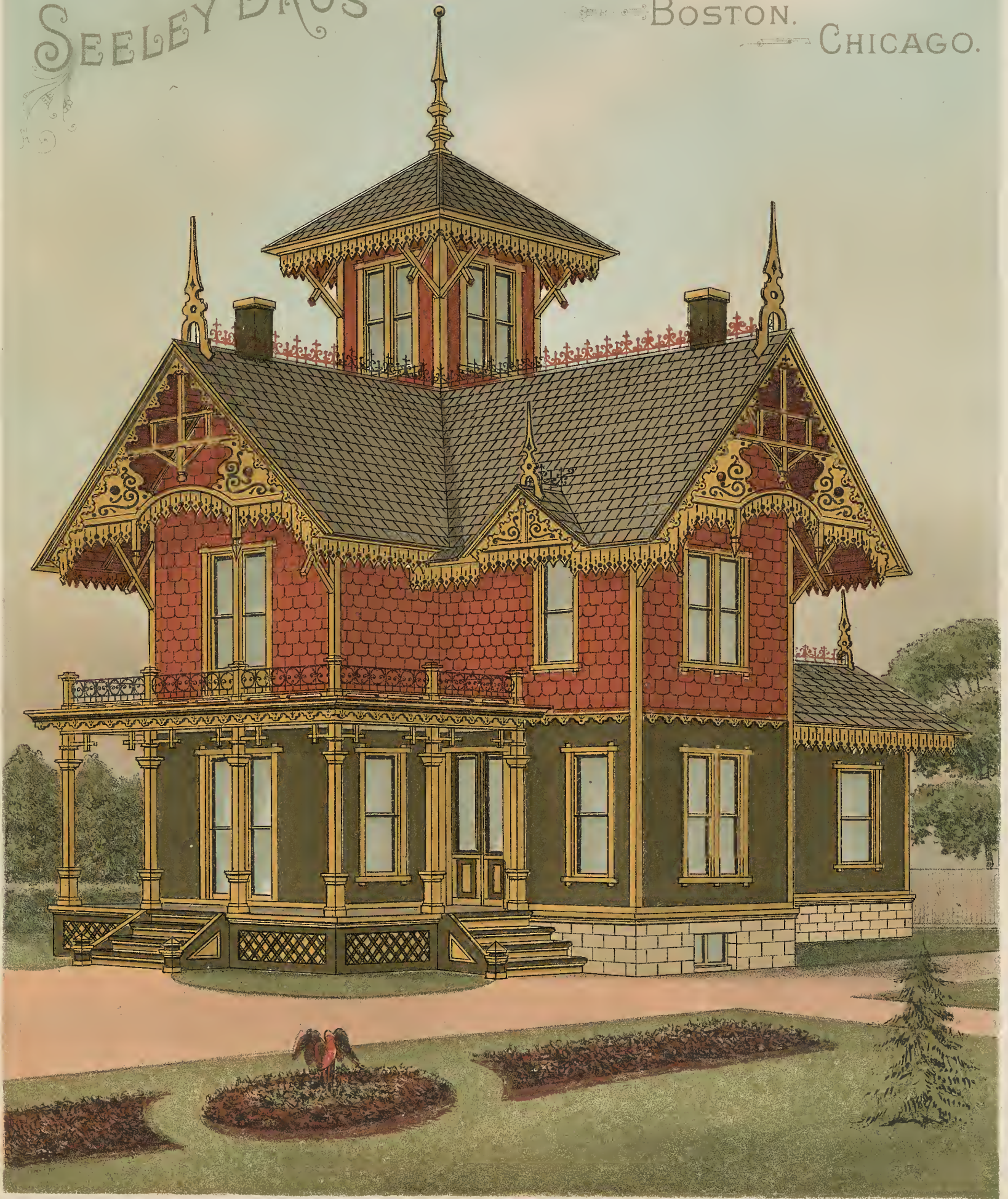
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PLATE V.

BODY, - - - - -	No. 37
TRIMMING, - - - - -	No. 18
SASH AND STRIPING, - - - - -	No. 6
BLINDS, - - - - -	No. 60
ROOF, - - - - -	No. 105
CRESTING, - - - - -	BLACK.

To produce a similar effect, No. 17 can be substituted for No. 37 as BODY COLOR, and No. 41 for TRIMMING.

Other pleasing effects may be produced by using for BODY, No. 15; TRIMMING, No. 24; BLINDS, No. 21; ROOF, No. 110; CRESTING, Red or Blue; Or, for BODY, No. 14; TRIMMING, No. 8; BLINDS, No. 60; SASH, No. 53; ROOF, No. 105; CRESTING, Blue or Black.



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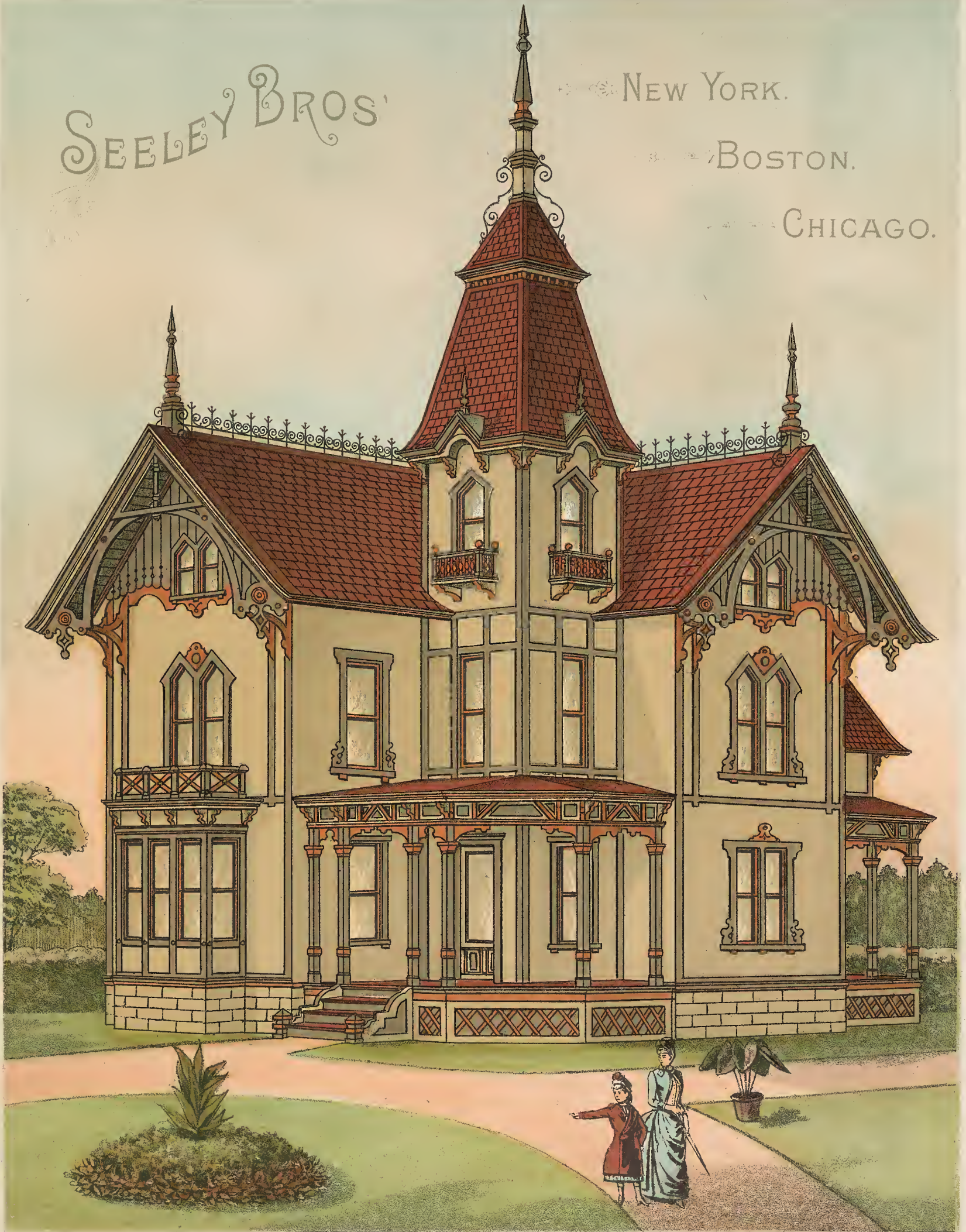
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SEELEY BROS'

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PLATE VI.

BODY, - - - - -	No. 56
TRIMMING, - - - - -	No. 46
SASH AND STRIPING, - - - - -	No. 60
ROOF, - - - - -	No. 115
CRESTING, - - - - -	No. 60

To produce a similar effect, No. 20 can be substituted for No. 56 as BODY COLOR, and No. 34 for TRIMMING.

Other pleasing effects may be produced by using for BODY, No. 41; TRIMMING, No. 51; SASH, No. 21; ROOF, No. 110; CRESTING, Black; Or, for BODY, Nos. 14 or 24; TRIMMING, Nos. 10 or 45; SASH, No. 60; ROOF, 120; CRESTING, No. 53 or Blue.



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SEELEY BROS. New York. Boston. Chicago.



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PLATE VII.

BODY, - - - - -	No. 60
TRIMMING, - - - - -	No. 27
SASH AND STRIPING, - - - - -	No. 53
ROOF, - - - - -	No. 120
CRESTING, - - - - -	No. 60

To produce a similar effect, Nos. 11 or 21 can be substituted for No. 60 as BODY COLOR, and Nos. 33 or 8 for TRIMMING; CRESTING, Blue.

Other pleasing effects may be produced by using for BODY, No. 18; TRIMMING, No. 37 or White; SASH, No. 21; ROOF, No. 105; CRESTING, No. 53 or Blue; Or, for BODY, No. 44; TRIMMING, No. 24; SASH, No. 21; ROOF, No. 105; CRESTING, Black.



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PLATE VIII.

UPPER BODY,	- - - - -	No. 15
LOWER BODY,	- - - - -	No. 6
TRIMMING,	- - - - -	No. 46
ROOF,	- - - - -	No. 105
CRESTING,	- - - - -	BLACK.

To produce a similar effect, Nos. 10 or 36 can be substituted for No. 15 as UPPER BODY COLOR, and Nos. 5 or 7 can be substituted for No. 6 as LOWER BODY COLOR.

Other pleasing effects may be produced by using for UPPER BODY, No. 45; LOWER BODY, No. 32; TRIMMING, No. 8; ROOF, No. 105; CRESTING, Black; Or, for UPPER BODY, No. 27; LOWER BODY, No. 5; TRIMMING, No. 53; ROOF, No. 105; CRESTING, Black.



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PLATE IX.

UPPER BODY,	- - - - -	No. 4
LOWER BODY,	- - - - -	No. 21
UPPER TRIMMING,	- - - - -	No. 41
LOWER TRIMMING,	- - - - -	No. 10
ROOF,	- - - - -	No. 115
CRESTING,	- - - - -	No. 60

To produce a similar effect, Nos. 32 or 10 can be substituted for No. 4 as UPPER BODY COLOR, and Nos. 7 or 11 can be substituted for No. 21 as LOWER BODY COLOR.

Other pleasing effects may be produced by using for UPPER BODY, No. 6; LOWER BODY, No. 34; UPPER TRIMMING, No. 27; LOWER TRIMMING, No. 10; ROOF, No. 120; CRESTING, Red; Or, for UPPER BODY, No. 105; LOWER BODY, No. 115; UPPER TRIMMING, No. 120; LOWER TRIMMING, No. 110; ROOF, No. 115; CRESTING, Red.



Upon every package of the "AVERILL PAINT" will be found the following

GUARANTEE.

We guarantee the Paint in this package will prove satisfactory to the purchaser when applied according to directions. We do not mean a guarantee of satisfaction ONLY WHEN THE PAINT IS FIRST APPLIED—as any Paint is satisfactory when first applied—but our guarantee embraces a sufficient time to properly test its merit.

Our friends from whom this Paint may be purchased are authorized to protect this guarantee.

SEELEY BROTHERS,

Manufacturers.

SEELEY BROS' ——— NEW YORK. ——— BOSTON. ——— CHICAGO.



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PLATE X.

BODY, - - - - -	No. 15
TRIMMING, - - - - -	No. 34
BRICKWORK, - - - - -	No. 34
SASH AND STRIPING, - - - - -	No. 60
ROOF, - - - - -	Nos. 115 AND 105

To produce a similar effect, Nos. 10 or 44 can be substituted for No. 15 as BODY COLOR, and Nos. 46 or 60 for TRIMMING.

Other pleasing effects may be produced by using for BODY, No. 36; TRIMMING, No. 27; BRICKWORK, No. 115; SASH AND STRIPING, No. 60; ROOF, Nos. 115 and 105; Or, for BODY, No. 4; TRIMMING, No. 34; BRICKWORK, No. 115; SASH AND STRIPING, No. 60; ROOF, Nos. 115 and 105; Or, for BODY, White, and for BLINDS, Green or No. 60.



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BOSTON.

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PLATE XI.

BODY, - - - - -	No. 20
TRIMMING, - - - - -	No. 46
SASH AND STRIPING, - - - - -	No. 53
BLINDS, - - - - -	No. 59
ROOF, - - - - -	No. 105
CRESTING, - - - - -	BLACK.

To produce a similar effect, Nos. 13 or 56 can be substituted for No. 20 as BODY COLOR, and Nos. 34 or 59 for TRIMMING.

Other pleasing effects may be produced by using for BODY, No. 32; TRIMMING, No. 59; SASH, No. 60; ROOF, No. 115; Or, for BODY, Nos. 17 or 63; TRIMMING, No. 41; SASH, No. 21; ROOF, No. 105; CRESTING, Red, Blue or Black.



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PLATE XII.

UPPER BODY,	- - - - -	No. 34
LOWER BODY,	- - - - -	No. 4
UPPER TRIMMING,	- - - - -	No. 37
LOWER TRIMMING,	- - - - -	No. 46
ROOF,	- - - - -	No. 105

To produce a similar effect, Nos. 41 or 59 can be substituted for No. 34 as UPPER BODY COLOR, and Nos. 32 or 6 can be substituted for No. 4 as LOWER BODY COLOR.

Other pleasing effects may be produced by using for UPPER BODY, No. 24; LOWER BODY, No. 45; UPPER TRIMMING, No. 6; LOWER TRIMMING, No. 60; ROOF, No. 105; Or, for UPPER BODY, No. 21; LOWER BODY, No. 32; UPPER TRIMMING, No. 13; LOWER TRIMMING, No. 34; ROOF, No. 115.



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PLATE XIII.

BODY, - - - - -	No. 56
TRIMMING, - - - - -	No. 18
BLINDS, - - - - -	No. 60
ROOF, - - - - -	No. 120

To produce a similar effect, No. 41 can be substituted for No. 56 as BODY COLOR, and No. 18 for TRIMMING.

Other pleasing effects may be produced by using for BODY, No. 63; TRIMMING, No. 34; ROOF, No. 115; BLINDS, No. 60; Or, for BODY, Nos. 17 or 37; TRIMMING, No. 18; ROOF, No. 120; BLINDS, No. 21; Or, for BODY, White, and for BLINDS, Green or No. 60.



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PLATE XIV.

UPPER BODY,	-	-	-	-	-	-	No. 4
LOWER BODY,	-	-	-	-	-	-	No. 34
TRIMMING AND SHADING,	-	-	-	-	-	-	No. 24
ROOF,	-	-	-	-	-	-	No. 105
CRESTING,	-	-	-	-	-	-	BLACK.

To produce a similar effect, No. 32 can be substituted for No. 4 as UPPER BODY COLOR, and No. 46 as LOWER BODY COLOR, and Nos. 8 or 27 for TRIMMING.

Other pleasing effects may be produced by using for UPPER BODY, No. 44; LOWER BODY, No. 14; TRIMMING, No. 60; ROOF, No. 105; CRESTING, Black; Or, for UPPER BODY, No. 53; LOWER BODY, No. 21; TRIMMING, No. 47; ROOF, No. 115; CRESTING, Red.



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PLATE XV.

BODY, - - - - -	No. 4
TRIMMING, - - - - -	No. 60
SASH AND STRIPING, - - - - -	No. 27
ROOF, - - - - -	No. 115
CRESTING, - - - - -	No. 60

To produce a similar effect, No. 32 can be substituted for No. 4 as BODY COLOR, and Nos. 21 or 46 for TRIMMING.

Other pleasing effects may be produced by using for BODY, No. 13; TRIMMING, No. 46; SASH, No. 60; ROOF, No. 115; CRESTING, Red; Or, for BODY, No. 53; TRIMMING, No. 21; SASH, No. 33; ROOF, No. 110; CRESTING, Red.



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PLATE XVI.

BODY, - - - - -	No. 63
TRIMMING, - - - - -	No. 34
SASH AND STRIPING, - - - - -	No. 53
ROOF, - - - - -	No. 105
CRESTING, - - - - -	BLACK.

To produce a similar effect, Nos. 17 or 49 can be substituted for No. 63 as BODY COLOR, and No. 41 for TRIMMING ; CRESTING, Blue.

Other pleasing effects may be produced by using for BODY, No. 4 ; TRIMMING, No. 34 ; SASH, No. 60 ; ROOF, No. 115 ; CRESTING, Red ; Or, for BODY, Nos. 13 or 20 ; TRIMMING, Nos. 18 or 46 ; SASH, No. 60 ; ROOF, No. 105 ; CRESTING, No. 10, Black or Blue.



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PLATE XVII.

BODY, - - - - -	No. 24
TRIMMING, - - - - -	No. 10
SASH AND STRIPING, - - - - -	No. 56
ROOF, - - - - -	Nos. 115 AND 105
CRESTING, - - - - -	BLACK.

To produce a similar effect, No. 14 can be substituted for No. 24 as BODY COLOR, No. 36 for TRIMMING and No. 20 for SASH.

Other pleasing effects may be produced by using for BODY, No. 6; TRIMMING, No. 46; SASH, No. 21; ROOF, Nos. 110 and 105; CRESTING, Black or Blue; Or, for BODY, No. 32; TRIMMING, No. 60; SASH, No. 53; ROOF, Nos. 115 and 105; CRESTING, Blue.



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PLATE XVIII.

UPPER BODY,	-	-	-	-	-	-	No. 21
LOWER BODY,	-	-	-	-	-	-	No. 27
TRIMMING,	-	-	-	-	-	-	No. 53.
ROOF,	-	-	-	-	-	-	No. 115
CRESTING,	-	-	-	-	-	-	No. 60

To produce a similar effect, Nos. 7 or 11 can be substituted for No. 21 as UPPER BODY COLOR, and Nos. 8 or 24 can be substituted for No. 27 as LOWER BODY COLOR.

Other pleasing effects may be produced by using for UPPER BODY, No. 53; LOWER BODY, No. 60; TRIMMING, No. 47; ROOF, No. 115; CRESTING, Red; Or, for UPPER BODY, No. 10; LOWER BODY, No. 8; TRIMMING, No. 60; ROOF, No. 110; CRESTING, Red.



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PLATE XIX.

UPPER BODY,	-	-	-	-	-	-	No. 34
LOWER BODY,	-	-	-	-	-	-	No. 41
UPPER TRIMMING,	-	-	-	-	-	-	No. 53
LOWER TRIMMING,	-	-	-	-	-	-	No. 60
ROOF,	-	-	-	-	-	-	No. 105
CRESTING,	-	-	-	-	-	-	BLACK.

To produce a similar effect, No. 59 can be substituted for No. 34 as UPPER BODY COLOR, and No. 34 can be substituted for No. 41 as LOWER BODY COLOR.

Other pleasing effects may be produced by using for UPPER BODY, No. 14; LOWER BODY, No. 44; UPPER TRIMMING, No. 4; LOWER TRIMMING, No. 21; ROOF, No. 105; CRESTING, Black; Or, for UPPER BODY, No. 115; LOWER BODY, No. 105; UPPER TRIMMING, No. 110; LOWER TRIMMING, No. 120; ROOF, No. 105; CRESTING, Black.



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PLATE XX.

BODY, - - - - -	No. 37
TRIMMING, - - - - -	No. 60
BRICKWORK, - - - - -	No. 115
SASH AND STRIPING, - - - - -	No. 53
ROOF, - - - - -	No. 110

To produce a similar effect, Nos. 17 or 51 can be substituted for No. 37 as BODY COLOR, and Nos. 21 or 11 for TRIMMING.

Other pleasing effects may be produced by using for BODY, No. 45; TRIMMING, No. 8; BRICKWORK, No. 115; SASH AND STRIPING, No. 60; ROOF, Nos. 105 and 115; Or, for BODY, No. 13; TRIMMING, No. 41; BRICKWORK, No. 105; SASH AND STRIPING, No. 4; ROOF, No. 105; Or, for BODY, White, and for BLINDS, Green or No. 60.



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SEELEY BROS'

NEW YORK.

BOSTON.

CHICAGO.



ALABASTINE

A NATURAL MATERIAL FOR

FINISHING WALLS & CEILINGS,

FACSIMILE OF FRONT LABEL OF PACKAGE

IMPORTANT. - Add the ALABASTINE to the water, NOT the water to the ALABASTINE. Stir while pouring it in the water.

Put up in
MOISTURE
PROOF
Packages.

of 5 lbs. each
20 packages
in a case.

READY FOR USE
BY
ADDING HOT WATER

THE ONLY
DURABLE WALL
FINISH

ALABASTINE

SUPERIOR TO KALSOMINE

PATENTED FEB 1870
REISSUED
JAN. 8, 1880-JULY 26, 1881

PATENTED
APRIL 6-1875

READY FOR USE
BY ADDING
HOT WATER

MNFD. ONLY BY
**ALABASTINE
COMPANY**

GRAND RAPIDS, MICH.

5828

CAN BE MIXED
AND APPLIED
BY ANY ONE

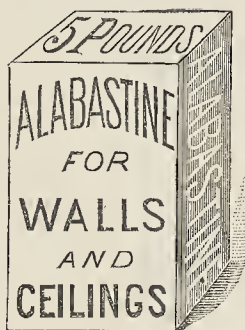
ALABASTINE IS NOT KALSOMINE.

AND SHOULD NOT BE CONFOUNDED WITH IT. ALABASTINE IS A CEMENT AND THE ONLY PREPARATION FOR WALLS AND CEILINGS MANUFACTURED ON SCIENTIFIC PRINCIPLES AND THE ONLY ARTICLE WHICH PRODUCES A FIRM AND DURABLE FINISH. IT DOES NOT TURN YELLOW, CONTRACT WITH HEAT, SHRINK FROM THE WALLS, OR SCALE OFF. ALABASTINE MAY BE USED AS A PRIMER FOR PAINT FOR EITHER OUTSIDE OR INSIDE WORK.

MANUFACTURED ONLY BY
THE ALABASTINE CO.
NEW YORK CITY. GRAND RAPIDS, MICH.

BACKETT, WILHELM & BETZIG, 45-51 ROSE ST. N.Y.

ALABASTINE



SUPERIOR TO KALSOMINE.

— CAN + BE + APPLIED + BY + ANYONE. —



Its convenience and utility will be appreciated when it is considered that

— ANY HOUSEKEEPER —

can apply it, without the aid of skilled labor, and at a moderate cost.

ALABASTINE

Is an article designed for Walls and Ceilings, and is rapidly superseding all preparations usually employed for this purpose. The objections to the use of Whitewash and the ordinary Kalsomine, are so well known, that any reference to the subject is almost unnecessary.

ALABASTINE is a valuable discovery. It constitutes a *permanent* finish for Walls, assimilating with the plaster, *and will not rub off*. It does not deteriorate by age; in this respect it is unlike all other preparations of a similar character.

ALABASTINE is a *disinfectant*, and renders apartments healthful.

It is the only natural and durable material with which to finish Walls and Ceilings.

It is cheaper than Kalsomine; works easier, and may be applied by anyone. After cleaning, no sizing or other preparation for the Walls is necessary, and one coat can be applied upon another as soon as dry.

It is *whiter* than any other material, and the tints are more clear and more delicate. The White will not turn *yellow*, nor the tints *fade*.

Cracks in Walls can be easily filled with the brush and a little thick ALABASTINE, while applying the first coat. This cannot be done with Kalsomine.

ALABASTINE can be applied over old Kalsomine or Whitewash, which, however, should be washed or scraped off, to insure a first-class job.

It is the most suitable article for using over Wall Paper, or soiled painted Walls.

Wood Ceilings, whether painted or not, can be made *whiter* with one coat of ALABASTINE than with three coats of Lead or Zinc.

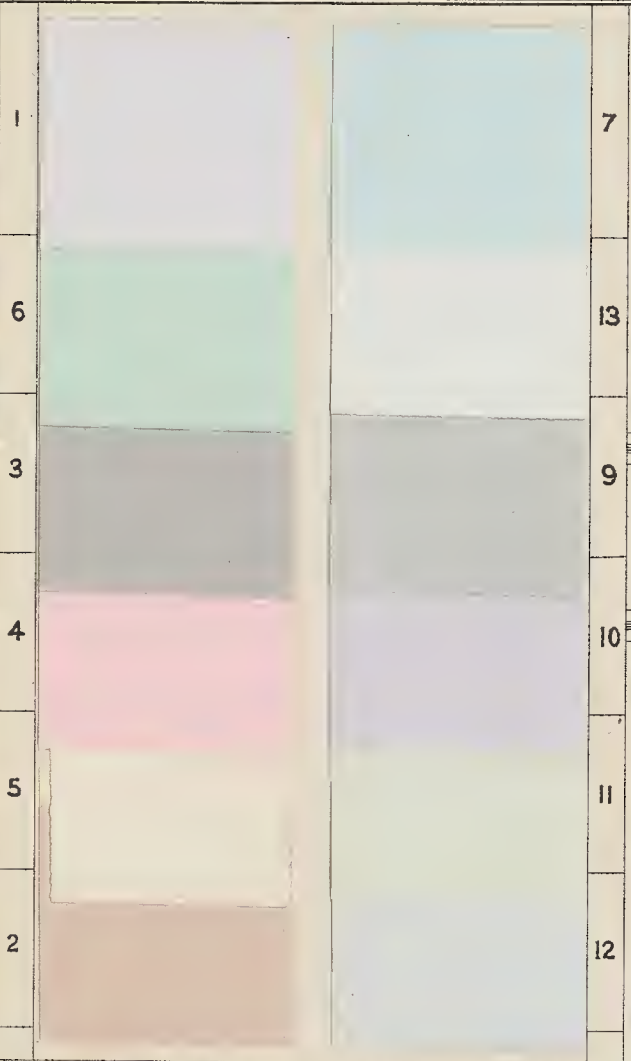
ALABASTINE

A SUPERIOR
SUBSTITUTE FOR KALSOMINE, WALL PAPER, ETC.

The Best Coating For
A Solid "Hard Finish,"
On Wood Ceilings,
Over Old Wall Paper,
On Brick,
New, Smooth Hard Finish,
On Rough Plaster,
On Painted Walls,
On Rough Boards,
On Canvas, Etc, Etc.,

IT CAN BE MIXED AND APPLIED BY ANY ONE.

SHADE. SAMPLES OF TINTS SHADE.



One pound of
ALABASTINE will cover
double the surface two
coats of the same quantity
of Kalsomine.

READY FOR USE
BY
ADDING HOT WATER

PURE WHITE
AND A VARIETY OF
BEAUTIFUL TINTS

These Samples are made by spreading ALABASTINE
on paper with a common Kalsomine Brush.

Five Pounds of ALABASTINE will cover 50 square yards or 450 square feet, Two Coats. A porous or whitewashed wall may require more. Put up in neat packages, box form, of moisture-proof paper, of 5 lbs. each, 20 in a case, also in bulk in Barrels and Half-Barrels. ALABASTINE is a valuable discovery and is the only preparation for the purpose that is a Cement, it constitutes a PERMANENT finish for walls, assimilating with the plaster, And will not rub off. It does not deteriorate by age, in this respect it is unlike all other preparations of a similar character. ALABASTINE is a Disinfectant and renders apartments healthy.

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